

## CLAIMS

1. A wick assembly for use in a dispenser for a volatile liquid, comprising:  
a wick having an external surface; and  
5 a discontinuity formed in the surface providing a location in the wick of less resistance to a force applied to the wick than a location adjacent to the discontinuity.
2. The wick assembly of claim 1 wherein the wick is elongate.
3. The wick assembly of claim 2 wherein the wick has a thickness  
measured in a direction generally transverse to a length of the wick and is of a lesser  
dimension than the length.
4. The wick assembly of claim 3 wherein the location and the adjacent  
location have different cross sectional areas.
5. The wick assembly of claim 4 wherein the wick has a cylindrical shape  
in which the location has a smaller diameter than the adjacent location.
6. The wick assembly of claim 1 wherein a perimeter of a  
cross section of the wick is a simple geometric shape.
7. The wick assembly of claim 6 wherein the geometric shape includes  
one of a circle, a diamond, a rectangle, a hexagon, an octagon, an oval and a triangle.
8. The wick assembly of claim 1 in which the discontinuity includes a  
junction between two portions of the wick.
9. The wick assembly of claim 1 wherein the discontinuity

includes a notch.

10. The wick assembly of claim 1 wherein the wick operates at ambient room temperature.

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11. The wick assembly of claim 9 wherein the notch is positioned about a circumference of the wick.

12. The wick assembly of claim 1 wherein at least a portion  
10 of the wick is constructed of high density polyethylene.

13. The wick assembly of claim 1 further comprising a retention member defining an opening adapted to be received in another opening of a container for holding the volatile liquid and in which the opening of the retention member receives a  
15 portion of the wick therein.

14. The wick assembly of claim 13 wherein the portion of the wick received in the opening of the retention member forms an interference fit with the retention member.

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15. The wick assembly of claim 13 wherein the discontinuity in the surface of the wick is positioned proximate the retention member.

16. The wick assembly of claim 13 wherein the discontinuity is positioned  
25 proximate to the other opening of the container.

17. The wick assembly of claim 1 comprising a wick having a segment and another segment secured in abutting contact with the segment, and wherein the discontinuity is formed by a junction between the segments.

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18. The wick assembly of claim 17 wherein the two abutting segments are secured together using an adhesive.

5 19. The wick assembly of claim 17 wherein the segment has a depression formed in an end portion and the other segment has another end portion configured to be compatibly received in the depression, and wherein the other segment is engaged in abutting contact with the segment along a surface of the segment proximate the depression.

10 20. The wick assembly of claim 19 further comprising an adhesive material residing in the junction between the segment and the other segment.

15 21. The wick assembly of claim 19 wherein the depression has a pair of opposed walls and the other segment end portion is received between the opposed walls to form an interference fit therewith, thereby securing the other segment in abutting contact with the segment.

20 22. The wick assembly of claim 17 further including a retention member defining an opening adapted to receive a portion of the segment and a portion of the other segment therein to secure the portion of the other segment in abutting contact with the portion of the segment.

25 23. The wick assembly of claim 22 wherein the retention member has a pair of opposed ends, and the portion of the other segment is secured in abutting contact with the portion of the segment such that a junction between the segments resides proximate one of the retention member ends.

24. The wick assembly of claim 17 further including a container for holding the volatile liquid, the container defining an opening adapted to receive a portion of the

segment and a portion of the other segment therein to secure the portion of the other segment in abutting contact with the portion of the segment.

5           25.     The wick assembly of claim 24 wherein the portion of the other segment is secured in abutting contact with the portion of the segment such that a junction between the segments resides proximate the opening defined by the container.

          26.     A wick assembly for use in a dispenser for a volatile  
10                     liquid, comprising:  
                           a wick having a body constructed of a material; and  
                           an absence of the material selectively positioned at a location  
within the body.

15           27.     The wick assembly of claim 26 wherein the wick is elongated and has a pair of opposite ends, and the absence is formed intermediate the opposite ends of the wick

          28.     The wick assembly of claim 26 wherein the wick is formed from high  
20                     density polyethylene.

          29.     The wick assembly of claim 26 wherein the wick is formed from nylon.

          30.     The wick assembly of claim 26 wherein the wick is formed from high  
25                     density polypropylene.

          31.     The wick assembly of claim 26 wherein a cross section of the wick  
taken generally transverse to a length of the wick has a simple geometrical shape.

30           32.     The wick assembly of claim 31 wherein the shape is one of a circle, a diamond, a rectangle, a hexagon, an octagon, an oval and a triangle.

33. The wick assembly of claim 26 further comprising a retention member defining an opening in which the retention member is adapted to be received in another opening of a container for holding the volatile liquid in which the opening of the retention member receives a portion of the wick therein.

34. The wick assembly of claim 33 wherein the portion of the wick received in the opening of the retention member forms an interference fit with the retention member.

35. The wick assembly of claim 33 wherein the portion of the wick received in the opening of the retention member resides proximate the absence of the wick material.

36. The wick assembly of claim 33 wherein the absence of the material is positioned proximate the other opening of the container.

37. The wick assembly of claim 36 wherein the retention member forms interference fit with the container.

38. The wick assembly of claim 26 further comprising a container for holding the volatile liquid, the container defining another opening adapted to receive a portion of the wick therein.

39. The wick assembly of claim 26 wherein the wick assembly operates at ambient room temperature.

40. A wick assembly for use in a dispenser for a volatile liquid, comprising:

a wick having opposing ends and a length therebetween in which successive adjacent cross sectional areas of the wick taken generally transverse to the length, vary in cross section area along said length of the wick between one end of the wick and a position on the wick residing proximate an opening of a container for holding the volatile liquid.

41. The wick assembly of claim 40 wherein successive adjacent cross sectional areas of the wick vary uniformly along the length of the wick between the one end of the wick and the position on the wick.

42. The wick assembly of claim 40 wherein the one end of the wick resides outside the container.

43. The wick assembly of claim 40 wherein the wick is formed from high density polyethylene.

44. The wick assembly of claim 40 wherein the wick is formed from nylon.

45. The wick assembly of claim 40 wherein the wick is formed from high density polypropylene.

46. The wick assembly of claim 40 wherein a cross section of the wick taken generally transverse to the length of the wick has a simple geometrical shape.

47. The wick assembly of claim 46 wherein the shape is one of a circle, a diamond, a rectangle, a hexagon, an octagon, an oval and a triangle.

48. The wick assembly of claim 40 wherein perimeters of successive adjacent cross sections of the wick taken generally transverse to the length have substantially the same shape.

49. The wick assembly of claim 40 further comprising a retention member defining an opening adapted to be received in another opening of a container for holding the volatile liquid and in which the opening of the retention member receives a portion of the wick therein.

50. The wick assembly of claim 49 wherein the wick has a pre-determined location along the length of the wick at which a cross sectional area of the wick taken generally transverse to the length of the wick is less than or equal to a cross sectional area of the wick taken generally transverse to the length of the wick at any other location along the length of the wick.

51. The wick assembly of claim 50 wherein the pre-determined location on the wick is positioned proximate the retention member.

52. The wick assembly of claim 50 further comprising a container for holding the volatile liquid, the container defining another opening adapted to receive a portion of the retention member therein.

53. The wick assembly of claim 52 wherein the portion of the retention member forms an interference fit with the container.

54. The wick assembly of claim 50 further comprising a container for holding the volatile liquid, the container defining another opening adapted to receive a portion of the wick therein.

55. The wick assembly of claim 54 wherein the portion of the wick forms an interference fit with the container.

56. The wick assembly of claim 55 wherein the pre-determined location of the wick is positioned proximate the container opening.

57. A wick assembly for use in a dispenser for volatile  
5 liquid, comprising:  
a wick adapted to be positioned to extend from  
an inside of a container, for holding the volatile liquid, through an  
opening defined in the container and to an outside of the container; and  
means for enabling the wick to separate into at  
10 least two portions wherein one of the portions blocks the opening of the  
container.

58. The wick assembly of claim 57 wherein the means for enabling the  
wick to separate comprises an absence of the material selectively positioned within the  
15 body.

59. The wick assembly of claim 57 wherein the means for enabling the  
wick to separate comprises a notch formed in an exterior surface of the wick

20 60. The wick assembly of claim 57 wherein the means for enabling the  
wick to separate comprises a seam formed between a first and a second portions of the  
wick in which the second portion of the wick abuts the first portion.

61. The wick assembly of claim 57 wherein the wick has a first cross  
25 section generally transverse to a length of the wick, the first cross section having a first  
cross sectional area, and the means for enabling the wick to separate comprises  
providing a second cross section of the wick generally transverse to a length of the  
wick and adjacent the first cross section in which the second cross section has a second  
cross sectional area less than the first cross sectional area.